

THE ALLIANCE HERALD

Lloyd C. Thomas, Editor John W. Thomas, Associate Editor
George Edick, City Editor

Published Every Thursday by

THE HERALD PUBLISHING COMPANY
Incorporated

Lloyd C. Thomas, President J. Carl Thomas, Vice-Pres.
John W. Thomas, Secretary

Entered at the post office at Alliance, Nebraska, for transmission through the mails as second-class matter.

SUBSCRIPTION PRICE, \$1.50 PER YEAR IN ADVANCE

If your copy of The Herald does not reach you regularly or satisfactorily, you should phone 346 or drop a card to the office. The best of service is what we are anxious to give, so don't hesitate to notify us without delay when you miss your paper.



WRONG ATTITUDE ON THE PROHIBITION QUESTION

We have never been able to understand the attitude which our state senator, George Adams of Crawford, took on the prohibition bill in the past session of the legislature. We found our friend George to be on the right side of many questions but we did not feel that he represented the wishes of his constituents in voting as he did on the prohibition bill, which he opposed as it first came from the houses of representatives but for which he voted on the final roll call after the combination of eighteen, "the dirty dozen and a half" as they were nicknamed, had been broken.

The following paragraphs are taken from a recent issue of The Chadron Journal:

"We are pleased to note that our Senator George Adams finally voted for the prohibition bill. He hung out a long time. Adams represents a very strong dry district and doubtless heard from the folks back home.

"Last Saturday Senator Adams voted to indefinitely postpone the cigarette bill.

"When Senator Adams, who was classed as a 'wet' voted for the prohibition measure, he explained his vote as follows:

"Mr. President: When the bill came to this body the fanatical part of Nebraska's population insisted that the bill be passed without amendment. These people knew nothing about its provisions, but insisted that the document was sacred and should not be touched by profane hands. However, after several weeks of discussion and examination even the sponsors for the bill discovered there were radical defects and inaccuracies in the bill. In fact, the bill was abandoned by those who had fathered it, for the record as it now stands shows that every senator in this body has voted against the house bill. The liberal element in this body voted for the senate amendments, and now at the close of the drama the radical dry element has voted against the adoption of the bill passed by the house. So all the rant and roar of some women and long-haired men can not prevent the public from seeing and knowing that the house bill was a hodge-podge unenforceable, unworkable and inoperative. The amendments proposed by this body made it possible for the people of Nebraska to have a prohibition law which is not perfect, but is the best that can be passed under the circumstances. I, therefore, vote aye."

This explanation of his vote, which was handed in to the clerk of the senate in typewritten form, was reported on good authority to have been written with about a dozen others by one man—the man who has been recently chosen to lead the fight against the bill giving women limited suffrage by invoking the referendum against it. We earnestly hope that the required 30,000 signatures to petition will not be secured before the expiration of the time limit. If those opposing woman suffrage are able to get the required number of signatures it will mean that the law will not go into effect but that it must be voted upon at the next general election under the referendum law. A majority of the people of Nebraska are in favor of granting women the right to vote and this will be shown in no uncertain terms at the next election.

The Crawford Courier, published in Senator Adams' home city, recently published the following item regarding his return home from his legislative duties:

"Senator George M. Adams came home from Lincoln Sunday morning, on the conclusion of his legislative duties there, looking as tho his stay had agreed with him and was feeling fine. Senator Adams, as is usual with public servants, has received his share of the kicks and abuse generally heaped upon the devoted heads of those who go down into the deep sea of law making, but insists that as time rolls around those who now so vigorously denounce the legislative body of 1916-17 will find that it has accomplished good work and is entitled to receive thanks rather than the unjust condemnation so frequently given."

TELL THE TRUTH IN ADVERTISING

An Alliance merchant, in a circular issued by him the first of this week, made the following statement: "In advertising no one is compelled to tell the truth, but investigation will prove the real facts. Every statement in our advertisement can be relied upon; we cannot afford to misrepresent our merchandise, neither do we wish to. Bluff won't work in a real game, as one is liable to be called with a busted flush. Not for us."

It is just the attitude which this merchant adopts in looking at advertising that causes the buying public to look askance at all advertisements of the nature of the one put out by him. In looking at the statements made in the beginning of the advertisement in which the above quoted statement was made, we find that this store claims to have purchased the "entire remains" of the stock of another Alliance store. We find, upon investigation, that another Alliance merchant is claiming to have purchased some of the "remains" of the same stock. In other words, it appears that there is misrepresentation on the part of someone in his advertising.

And isn't it rather odd that a merchant will expect people to read the statement quoted at the beginning of this article, read the following extravagant claims, and then buy merchandise on the strength of the advertisement. The following claims are also taken from the circular: "Like a great comet—appearing in a clear sky, a monster ball of fire leaving a glowing trail, startling the entire world, comes this tremendous one-half price sale. A mammoth stock of trustworthy merchandise glowing with bargains. Blazing a new train in mercantile history and crushing prices lower than ever before, causing a fast and furious selling, unknown in the commercial annals of this country. Never before such amazing, unbelievable price reductions."

For the information of any merchant or others who might be of the opinion that "in advertising no one is compelled to tell the truth" we quote from the revised statutes of Nebraska, as follows:

"8896. Sec. 321. Advertising—untrue—misleading—deceptive—prohibited.—Hereafter in this state it shall be unlawful for any person, firm, corporation or association, with intent to sell or in anywise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, to make, publish, disseminate, circulate or place before the public, or cause, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet or letter, or in any other way, an advertisement of any sort regarding merchandise, securities,

service or anything so offered to the public, containing any assertion, representation or statement of fact which is untrue, deceptive or misleading." The penalty for conviction of the offense is a fine of not less than twenty-five or more than one hundred dollars.

The point we wish to emphasize is that as long as the merchant himself does not believe that it is compulsory to tell the truth in his advertising it will indeed be hard to convince the public that such is not the case. In our opinion some of the worst violators of this law are not the merchants but the representatives of the firms which make a business of putting on "special sales" for merchants. The representative runs no risk as he uses the name of the merchant above which he makes extravagant, untruthful and impossible claims in the advertisements prepared by him.

ROAD DRAGGING IS NEEDED NOW

The heavy rains of last week have again "torn up" the roads of Box Butte and adjoining counties. It is now up to our officials to decide whether we shall have the horrible and almost impassible graded roads of a couple of weeks ago or whether we shall have roads upon which it is a pleasure to drive an automobile or haul a load in a farm wagon.

At the good-roads meeting held in Crawford on May 16 and attended by representatives of counties in the panhandle, the following resolution was adopted:

"Whereas, the roads of the panhandle of Nebraska, on which the counties have expended money to properly grade are this spring in bad condition, largely because sufficient attention has not been paid to their drainage and upkeep; be it

"Resolved, that this meeting, representing the counties in said district, earnestly recommend to the commissioners and road representatives that they plan to properly drain such roads so that mud-holes will not be found; and be it

"Resolved, that we recommend to said county boards that graded roads which are now in such condition be dragged at the earliest possible opportunity, and that a conference plan of road dragging be evolved in each county for future guidance."

Road experts tell us that it is useless to drag a hard road with the ordinary drag but that the time to drag graded roads is after a rain, when they are soft and can be moulded into proper condition. The farmer and ranchman who will take an hour in the morning and another one in the afternoon to drag the roads adjoining his property while they are now in the proper condition to do so will be "doing his bit" and will deserve the thanks of his neighbors and the entire community as well as helping himself.

A representative of The Herald, in company with a number of our local men who are interested in good roads, will take a trip over the graded roads in this part of the state (providing they are possible on low gear) before the next issue of this paper and will then advise our readers in detail of the condition of the graded roads.

NEBRASKA WILL "DO HER BIT"

The writer found it a pleasure to attend the monster congress in Omaha last week, called by the governor under the auspices of the Nebraska Conservation and Welfare Commission for the purpose of making recommendations for the guidance of the State Council of Defense. It was a pleasure to find the leading men of Nebraska gathered there at their own expense and giving freely of their time and talents in an effort to help Nebraska keep from lagging in doing her part to help win the great war for democracy in which the United States is now engaged.

While we gave our attention and devoted our efforts to the report of the committee of which we were chairman—the committee on "potatoes and beans"—we did not lose interest in the other phases of the work done and attended the sessions in which we did not take part. It was a pleasure and instructive to listen to the words of wisdom fall from the lips of such noted men as Hon. W. G. McAdoo, secretary of the treasury; Hon. Carl S. Vrooman, assistant secretary of the Department of Agriculture; Chancellor Avery of the Nebraska University; Hon. James C. Dahlman, mayor of Omaha; Hon. Keith Neville, governor of Nebraska; Hon. George Coupland, of the State Council of Defense; Hon. W. J. Taylor of Merna, the "fighting representative"; Edmund Simmons of Scottsbluff, chairman of the committee on beet sugar; Prof. W. W. Burr, head of the department of agronomy, university of Nebraska; Frank G. Odell, secretary of the federal land bank of Omaha; E. A. Burnett, dean of the agricultural college of Nebraska; Charles Graff of Bauerfort, president of the state Live Stock Breeders' Association; Hon. John H. Morehead of Falls City, John L. McCague of Omaha, K. L. Pierce of Hemingford, members of our committee; O. G. Smith of Kearney, president of the Nebraska Farmers Congress; Prof. C. W. Pugsley of Lincoln, director of agricultural extension, university of Nebraska; J. W. Shorthill, secretary of the Nebraska Co-operative Grain and Live Stock Shipping Association; Dan Morris of Kearney, president of the Nebraska Bankers' Association; and other leading citizens.

Much of the credit for the success of the congress goes to that noted citizen, G. E. Condra of Lincoln, secretary of the Conservation and Welfare Commission. Dr. Condra was busy every minute, the general who directed a winning battle. Sleep did not seem a necessity to him for he was busy every night until the "wee, sma' hours" and up at it again early the next morning. And when things would seem to lag just the last mite he was there, stepped on the throttle and ahead we went. Nebraska owes much to Dr. Condra for his devoted, untiring efforts in her behalf.

We say it with modesty and yet with pride, that the report of our committee—Potatoes and Beans—was pronounced by those in charge to have been the most comprehensive and complete rendered by any committee at the congress. The credit for this accomplishment we give to the loyal and willing Nebraska men who gave of their time and means in helping gather the necessary statistics and other information from which the report was compiled. Every man of this committee was a worker and not one lagged, although the time was short and much information had to be gathered by telephone and telegraph.

The men who so ably assisted in this work throughout the state, most of whom left their labors to be with us at Omaha, were: Arah L. Hungerford of Crawford; Herman Peters of Hay Springs; Keith L. Pierce of Hemingford; H. T. Bowen of Scottsbluff; Hon. George Jackson of Nelson; J. A. Bentley of Sidney, assisted by F. A. King of Alliance; Charles K. Bassett of Hyannis; C. H. Cornell of Valentine; Hon. John E. Jacobson of Lexington; Hon. D. H. Cronin of O'Neill; Horace M. Davis of Ord; Hon. Grant Mears of Wayne; John L. McCague, assisted by T. E. Stevens of Omaha; Hon. John H. Morehead of Falls City; Hon. D. S. Dalbey of Beatrice; Hon. H. A. Swanson of Clay Center; Hon. D. F. Schwab of Lebanon, and Secretary H. M. Bushnell, Jr., of Alliance.

The Declaration of Principles and Policies adopted by this congress is too long for publication this week in The Herald but copies can be secured from Dr. Condra by addressing him at Lincoln, or this office as soon as printed, and may be published in a later issue of this paper. Every citizen of the state should read them.

The report of our committee, being of particular interest to this section of the state, the potato and bean growing section, is published in The Herald this week. This report is also being published in pamphlet form for general distribution and can be secured by addressing this office or any member of the committee at the address given herein.

Nebraska has never lagged in time of crisis to our nation. This time she stands in the front rank, ready to advance under the guidance of our already famous governor and the members of the State Council of Defense and their advisory committee, following the policies laid out for them at the congress held in our metropolis last week.

General Bell has told the student—officers at Plattsburg that it is "not ability or knowledge but character that wins under fire," that it matters not when but how a soldier dies—that he "must think only of duty, and must depend himself at all times so that those who survive him will be proud of the way in which he died." This sounds like the inspiring sentiment of an earlier time, before the individual was almost lost sight in the modern war machine.

The GREATEST Phonograph OFFER Made By The Greatest Piano House

The Schmoller & Mueller Piano Co., of Omaha

Anybody can own a

Columbia Grafonola

the worlds oldest and best phonograph and start the New Year with music in the home if they will take advantage of our unprecedented offer of — no money down—30 days free trial—2 to 3 years to pay. Write at once for our special inducement to first buyers and see what a wonderful proposition we have in store for you.



THIS FINE CABINET GRAFONOLA and 18 selections (9 double records) of your own choice, in Oak, Mahogany or Walnut, piano finish, 42 inches high, 19 1/2 inches square with compartment for records,

only \$80.85

Fill out this Coupon for Catalog and Full Information.

Schmoller & Mueller Piano Co.,
1311-13 Farnam St., Omaha, Neb.

Please send me catalog and full particulars how to try a Columbia Grafonola free in my home, also information about your unexcelled payment offer.

Name.....
Address..... 133

Have You a Long Head For Figures

??

YOU want to keep down the running expense of your car.

HOW?

Be different from the autoists who batter the life out of a car by useless speed, unwise driving and constant neglect of little things.

Be careful—it means money in your pocket.

Let us overhaul your engine and put everything in tip-top running shape for the busy season strain. Take good care of your car.

NICOLAI & SON

PHONE 164

AUTO LIVERY GARAGE
AUTO REPAIRING TIRES AND SUPPLIES

LEARN SHORTHAND BY THE NEW, SWIFT, SURE SNELL

INDIVIDUAL—INSTRUCTION METHOD

Let me tell you a bit of a secret, don't let anybody teach you shorthand by the "class" method. It's the slow way, it holds you back, you've got to wait on somebody else. The longer he takes, the longer it takes you. Snell Shorthand is entirely different. The teaching is individual. We study YOU—see just what you want, then plan out a course for YOU—you can advance as fast as others. If you're apt, studious and persevering you can complete the course and qualify for \$60 to \$100 position in only three to four months—no charge if it takes you longer. Send today for full information.

CIVIL SERVICE SCHOOL, KITTREDGE BLDG. DENVER



DYE & OWENS Transfer Line

HOUSEHOLD GOODS moved promptly, and Transfer Work solicited.

Day Phone 84

Residence phone 686 and Blue 674

BUY THAT FARM NOW

Look at these splendid lands of Southwestern Nebraska and Northwestern Colorado before you make cropping arrangements for 1918. Don't make a rental contract for the coming year that puts you nowhere toward a permanent home until you have looked into the crop records of these areas. Go out and talk to the farmers of these counties,—you'll find them prospering and ready to tell you that an investment you must make to properly equip for renting an Eastern farm will put you at work on your own account in their neighborhood and on the road to independence.

I have two new folders setting forth the agricultural conditions, one for Nebraska and one for Colorado, illustrated with local farm scenes and maps showing location. They are free. Let me put you in touch with the best farm bargains offered today.



S. B. HOWARD, Immigration Agent, C. B. & Q.

1004 Farnam St., Omaha, Nebr.